

ORDER



Orders
Order / Rev: 720185
Alt Order #: 06362529
Product Desc: WOMEN SPEAK OUT PAC
Estimate: 266
Flight Dates: 10/04/12 - 10/10/12
Original Date / Rev: 10/03/12 / 10/04/12
Order Type: Political

WTLV-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Design 4 Marketing Communications/
Buying Contact:
Billing Contact:
 105 N Collins St
 Plant City, FL 33563

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Women Speak Out Pac
Demographic: A35+
Product Codes: IS-Candidate/US
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/10/12	49	\$66,800.00	\$56,780.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	49	\$66,800.00	\$56,780.00	0.00
Totals	49	\$66,800.00	\$56,780.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTLV	10/04/12	10/10/12	M-F 5-6a M-F 5-6am	CM	5a-6a	M-WT---	:30	3	\$300.00	P-3	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/04/12	10/10/12	M-WT---		3			\$300.00			0.00			
2	WTLV	10/05/12	10/09/12	M-F 5-6a M-F 5-6am	CM	5a-6a	-T--F--	1:00	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/05/12	10/11/12	-T--F--		2			\$600.00			0.00			
3	WTLV	10/04/12	10/10/12	M-F 6-7a M-F 6-7am	CM	6a-7a	MTWTF--	1:00	5	\$1,600.00	P-1	0.00	NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/04/12	10/10/12	MTWTF--		5			\$1,600.00			0.00			
4	WTLV	10/04/12	10/09/12	Today Show M-F 7-9am	CM	7a-9a	MT--TF--	:30	4	\$800.00	P-1	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/04/12	10/10/12	MT--TF--		4			\$800.00			0.00			
5	WTLV	10/04/12	10/09/12	Today Show M-F 7-9am	CM	7a-9a	MT--TF--	1:00	4	\$1,600.00	P-1	0.00	NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/04/12	10/10/12	MT--TF--		4			\$1,600.00			0.00			
6	WTLV	10/05/12	10/05/12	Today Show II M-F 9-10am	CM	9a-10a	----F--	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--		1			\$400.00			0.00			

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WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WTLV	10/04/12	10/09/12	Today Show II M-F 9-10am	CM	9a-10a	MT-T---	1:00	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/04/12	10/10/12	MT-T---		3			\$800.00		0.00				
8	WTLV	10/04/12	10/10/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	MTWTF--	:30	5	\$1,100.00	P-1	0.00	NM	5	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/04/12	10/10/12	MTWTF--		5			\$1,100.00		0.00				
9	WTLV	10/06/12	10/06/12	Sat 6-630p Sat 6-630pm	CM	Sat 6p-6:30p	-----S-	1:00	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	-----S-		1			\$600.00		0.00				
10	WTLV	10/06/12	10/06/12	Sat 7-730p Wheel of Fortune	CM	Sat 7p-7:30p	-----S-	1:00	1	\$700.00	P-1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	-----S-		1			\$700.00		0.00				
11	WTLV	10/06/12	10/06/12	Sat 730-8p Jeopardy	CM	Sat 7:30p-8p	-----S-	1:00	1	\$700.00	P-1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	-----S-		1			\$700.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WTLV	10/01/12-10/07/12	Sat 730-8p		Sat 7:30p-8p	-----Sa--	1:00		(\$700.00)		0.00	NM		
		See MG 11.2 [Per Management Sam]]													
	2	WTLV	10/01/12-10/07/12	Notre Dame Football		Sat. various	-----Sa--	1:00		\$700.00		0.00	NM		
		Ⓜ MG for 11.1 10/06													
12	WTLV	10/07/12	10/07/12	Sun 6-630p Sun 6-630pm	CM	Sun 6p-6:30p	-----S	1:00	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	-----S		1			\$600.00		0.00				
13	WTLV	10/04/12	10/10/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	MTWT---	:30	4	\$1,500.00	P-1	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/04/12	10/10/12	MTWT---		4			\$1,500.00		0.00				
14	WTLV	10/05/12	10/05/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	----F--	1:00	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	----F--		1			\$3,000.00		0.00				
15	WTLV	10/04/12	10/10/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	MTWTF--	1:00	5	\$3,600.00	P-1	0.00	NM	5	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/04/12	10/10/12	MTWTF--		5			\$3,600.00		0.00				
16	WTLV	10/05/12	10/09/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	-T--FSS	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/05/12	10/11/12	-T--F--		2			\$500.00		0.00				
17	WTLV	10/04/12	10/10/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	M-WT---	1:00	3	\$1,000.00	P-3	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/04/12	10/10/12	M-WT---		3			\$1,000.00		0.00				
18	WTLV	10/08/12	10/08/12	Mon Prime Other Mon Prime Special 2+ hour	CM	Various (8:00 PM-10:00 PM)	M-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	M-----		1			\$1,000.00		0.00				
19	WTLV	10/08/12	10/08/12	Mon Prime Other Mon Prime Special 2+ hour	CM	Various (8:00 PM-10:00 PM)	M-----	1:00	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	M-----		1			\$2,000.00		0.00				
20	WTLV	10/09/12	10/09/12		CM	Tue 8p-9p	-T-----	:30	1	\$2,200.00	P-3	0.00	NM	1	\$2,200.00

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WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Tue Prime A											
				Tue Prime A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----		1				\$2,200.00		0.00			
													Totals	49	\$66,800.00